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New York Stores, Inc.

Fighting chain store  
competition

New York

[1915?]

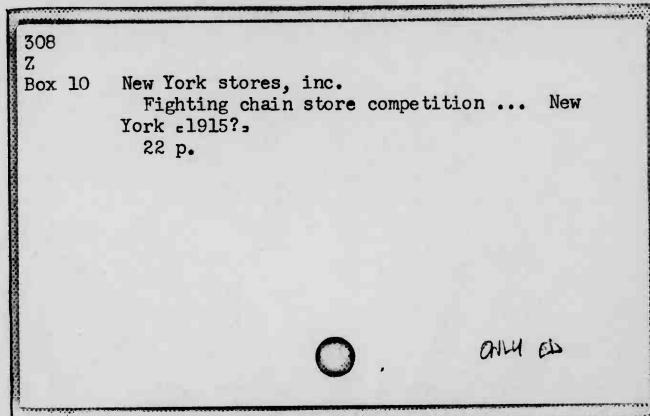
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# FIGHTING CHAIN STORE COMPETITION

NEW YORK STORES  
395 BROADWAY  
NEW YORK

## FIGHTING CHAIN STORE COMPETITION

VITALLY INTERESTING TO  
SPECIALTY STORES

5-10-25c	STORES
DRUG	STORES
VARIETY	STORES
DEPARTMENT	STORES
PRICE LIMIT	STORES

NEW YORK STORES, Inc.

OPERATING OWN STORES  
CAPITALIZED AT \$100,000

395 BROADWAY  
NEW YORK

*6 Sept 1915 - H. S.*

## FIGHTING CHAIN STORE COMPETITION

**WEAKNESS OF INDEPENDENT MERCHANTS** It is evident that between the handling and management of an independent 5-10c. store and a syndicate store there is a marked difference. So great is the difference that it is an almost insuperable obstacle to the growth and development of the independent 5-10c. operator. The Independents seem to be able to go ahead and carry to success one, two, three, four and in rare cases up to ten stores and then the business stands still, gradually falls back and then disintegrates. On the other hand the Woolworth, Knox, Kirby, Charlton, McCrory, Kresge, Kress chains grew beyond their wildest dreams and continue to grow. None of these in the beginning had any more money or any particularly greater advantages than you have today, while on the other hand they certainly had greater handicaps to overcome—immeasurably less merchandise with which to attract and hold the interest of the buying public. And yet they grew by leaps and bounds—and each year shows steady, continued growth.

Why—in all seriousness, what is the answer?

Be assured there is nothing magical about it—nothing producing the result which you cannot secure, use and control, if you take the right point of view—take the same action the heads of these large syndicates have taken. Two words often used today in almost every walk of life, sum up the successful methods of the successful 5-10c. syndicates:

### ORGANIZATION—STANDARDIZATION

They have developed a high degree of efficiency in merchandising and operating methods. They are constantly raising their standards of efficiency.

**SYNDICATE GROWTH** Speaking solely from first-hand knowledge, two of the large syndicates that in the last six years have made amazing growth, retained the services of Business Efficiency Experts to analyze their business, reorganize their forces and standardize their operating methods. These Business Efficiency Experts were retained to serve in the capacity of General Managers and counsellors in the respective syndicates.

What have been the results?

In four years one syndicate ran its business up from about \$1,750,000 to more than \$5,000,000—it increased its stores from 48 or less to 108 or more. The other syndicate increased its stores from 60 to 113. Its sales increased in the same remarkable manner, but cannot be quoted here, as they have not been given publicity.

**SYNDICATES  
CLIENTS OF  
BUSINESS  
EFFICIENCY  
EXPERTS**

The Business Efficiency Experts who were instrumental in organizing and standardizing these syndicates and making these results possible in such a little space of time, are the organizers of the New York Stores, Inc. In addition to operating stores of their own they now provide independent merchants throughout this country with the same service they previously rendered exclusively for years to their clients the large 5-10c. syndicates. Aside from chain store clients, they have served as Efficiency Experts concerns whose combined capital runs into the hundreds of millions—they have served 5-10c. concerns with two stores, twenty-seven stores, forty stores and over one hundred stores. Obviously, then, they are qualified to speak to you authoritatively on the best methods for the development of a 5-10c. business.

If you are growing rapidly—you know how seriously you need the aid these Efficiency men can give you. If you are growing slowly or standing still your condition is the outward positive evidence of your need of their aid.

**QUESTION  
YOURSELF**

Before answering the question forming in your mind as to where you can be helped and strengthened you must first ascertain your weak points compared with syndicate stores. Beyond the slightest question the weakest spot in independent store operation is in the merchandising—heavy investments in dead and once-in awhile merchandise—capital tied up, yet “out” or “short” of the fast selling every-day items—constantly losing sales and doing the minimum business instead of the maximum possible in your location. For this condition you are not particularly to blame. You lack in buying (when passing on the item), the selective power of the 100 store syndicate. In the next place it has not been possible for you to have had the experience of supervising the merchandising of 250 or more stores under practically every possible condition of location and competition. Therefore, the best you can bring to the operation of your stores is either the experience gained as a syndicate store manager or such as you have gained as a proprietor of your own stores.

In both cases the experience is limited and one-sided. If you are an old syndicate manager you miss the help and stimulation of the New York Office, Buyers' letters and lists as well as sales management, direction and instruction. This is one of the great gaps in your line of organization the New York Stores Service fills. Its organizers have had the directing supervision of over 250 stores—and now operate their own stores as the experimental and proving ground for clients.

**GENERAL  
HELP  
NEW YORK  
STORES  
GIVE**

Generally, the New York Stores offers you the maximum service possible for the development of your Buying, Sales Building, Profit-Making, Financing, Location and Store Building, Store Operation and Management, just as has been done for syndicate stores. From this service you can get the same general management and supervision the large syndicates give their stores, for which they expend many thousands of dollars each year. The cost to you is nominal—you pay it from the additional profits you can make by using the New York Stores Service.

The New York Stores Service will show you:

- How to build up the department sales in each department of your store,
- How to control your Buying and Investment,
- How to increase your Net Profits,
- How to plan, prepare for and trim your windows and counters from one week to another—January 1 to December 31,
- How to organize your store forces, training them in the right methods for each counter and department,
- How to stimulate and get your forces working for your interest at top-notch efficiency.

This is the first and only service of this nature ever offered. The New York Stores with a staff organization fresh from the fields of syndicate operation aims to raise the Independent operator to the buying and operating level of the large 5-10c. syndicates.



NOT A SYNDICATE WINDOW.

## INTENTIONAL SECOND EXPOSURE

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BUSINESS  
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## BUYING SERVICE.

### BUYING LISTS BY SHIPPERS

In store operation the two great fields of extreme importance for you are Buying and Sales-Building. These fields are limitless in their possibilities for development. No booklet can pretend to tell you all that may be done for you in these fields. The following is a brief outline of the Service offered by the New York Stores:

The New York Stores Buying service covers two distinct features:

- (a) Buying Lists by Shippers.
- (b) Combined Department Checking and Ordering Lists.

The primary Buying Service is to furnish independent operators with price lists of merchandise which is bought for New York Stores. These price lists have this to recommend them: the fewest possible number of lists are sent out; the prices are down to rock-bottom; they are identically the same lists sent to the New York Stores—items, terms and prices.

### EXPERT BUYING AND SHOPPING

New York Stores Buyers are experts, in touch with experts in all the New York trade, wholesale or retail. They have for comparison samples from all the manufacturers and jobbers. They are constantly going to factories and import houses, keeping continuously in touch with every possible condition for "pick-ups," mill-ends and other special value merchandise, and the new items as they appear from week to week.

### FEWEST LISTS POSSIBLE

New York Stores Buyers do not sit in their office and wait for salesmen to come to them. They go to the source of supply—the mill or manufacturer. Oftimes they create new items of merchandise by having high quality merchandise built down to the price-limits of 5-10c. stores. New York Stores Buyers must be not only good traders for price on quality merchandise (and merchandise that lacks intrinsic merit-value to a customer is never considered), but they must possess the instinct for creating and developing new items.

You are not sent lists from every concern whose lines are examined until you are confused and your time wasted with a great number of lists for the same line—or by lists of lines and items you never should consider. Having skimmed the cream, the lists are compiled for the use of the New York Stores and you get the benefit of this work.

### NO RAKE-OFFS

There are no rake-offs or commissions coming to the New York Stores from shippers which have to be covered in the prices listed. New York Stores Buyers fight for quality, prices and delivery terms, the same as syndicate buyers. You get the benefit.

### COMPLETE DESCRIPTIONS ARE GIVEN

In making up the New York Stores price lists, descriptions, notations, remarks, must be explicit—plain enough for "Aunt Sarah" to know what the item is. And they go further—they advise regarding selling qualities and sales prices as worked out in the New York Stores. They point out items not advisable for small stores to buy—what items the next larger grade of stores should not buy and so on up the scale. On the other hand, items all stores should buy are starred—and instructions given as to features and so on. Advice regarding handling of fads and novelties: former syndicate managers will recognize in this the valuable work done for syndicate stores by their New York Office buying organization.

### WOMEN BUYERS FOR WOMEN'S GOODS

In lines of merchandise where a woman's view-point is of especial practical value the selecting and listing of merchandise is done by New York Stores Women Buyers. Items for Women, Children and Infants' use admittedly can be selected best by women. In Fancy Fad merchandise no man buyer can compare with a woman buyer.

Having Women Buyers insures the dependability of this class of merchandise for utility, saleability, up-to-dateness. The introduction of Women Buyers into the 5-10c. buying organization is a big step in advance of the present practice of the large syndicates and offers New York Stores clients an advantage the big syndicates have not yet given their stores.

### VALUE TO LARGER OPERATORS

For the larger operators, the New York Stores Buying Lists are of advantage in checking up their buying and in keeping closely in touch with New York market conditions. For this alone, it is worth many times the cost of the service.

### ADVANCE SEASON ORDERING

Requirement sheets for your needs in seasonable items are sent to you to be made out in the same manner syndicate stores handle future buying. In addition, you are advised how to figure your future requirements—how to proportion your first future order if repeat orders can be sent in. The New York Stores give your buying of futures the same careful general supervision syndicate stores get from their buying organization, thus preventing over-buying and uselessly tying up your money.

### NEW YORK OFFICE REPRESENTA- TION

As subscribers to this Buying Service you have representation in the New York market. Arrangements can be made for New York Stores Buyers to do your personal shopping, looking for special items or pick-ups or rendering you any Buying Service needed. You have New York Office representation in the New York market just the same as any syndicate store. You are kept informed about and given opportunities to buy any lot of unusual specials, jobs or clean-ups so often offered in this big market, and about new items as they come out.

**PROFIT  
THE GOAL**

Bear continuously in mind that:  
You cannot make profit unless you buy fast selling  
profit makers,

You can kill your business with too many specials—too high-priced mer-  
chandise,

You do not make profit unless you buy the goods that will SELL.

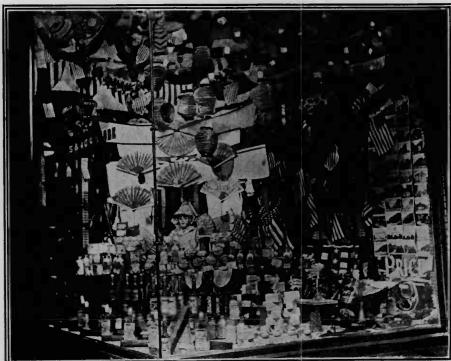
The New York Stores Buying Lists are put up in loose-leaf filing cases and are filed under department classifications arranged alphabetically by names of concerns listed. They are of easy and ready access for reference and use. They are the property of the New York Stores and are loaned to and for use of clients.

**THE COST**

The cost of the New York Stores BUYING LIST SERVICE, including all forms, stationery and all other matter is one hundred (\$100.) dollars, payable in easy term payments of (\$20.) dollars.

**BUYING LIST  
SERVICE FEE  
PAID FROM  
SAVINGS  
MADE**

Compared with other Buying Lists offered independent merchants from time to time, the New York Stores BUYING LISTS are apparently higher in "service cost"; but it is only apparently so. The saving which clients make, from the LOW PRICES quoted (for example, Notions alone), will more than pay the cost of the New York Stores BUYING LIST service. The amount of money saved you in your purchases in Notions can easily be figured for a year. The savings made in the other departments are relatively as large—and you cannot help deciding that the New York Stores BUYING LIST Service costs you LESS and earns you MORE.



8

**CHECKING AND ORDERING LIST SERVICE**

**COMBINED  
DEPT'  
CHECKING &  
ORDERING  
LISTS FOR  
EACH DEPT'**

In order to facilitate the work of stocking each department regularly according to the best known standards—keeping the fast sellers always on the counters, and systematically utilizing the help of the girl clerks, separate CHECKING & ORDERING lists are provided for each merchandise department of the store showing the related items correctly assembled to get the maximum sales.

Only dependable fast selling profit-making items which the New York Stores put on their own counters are entered on the CHECKING & ORDERING lists. Slow trade-killing, once-in-awhile items that lose sales, tie up your money and waste selling spaces are eliminated either by the New York Stores Buyers or by actual test in the New York Stores own stores.

**HOW USED**

The New York Stores CHECKING & ORDERING Lists, in other words, contain only the swift, profitable items that should be continuously in stock. It is not a list of shippers although it gives the best shippers for each item. The form should be used by the sales-girls in checking up the merchandise departments and in making up orders. It is the simplest and most practical method ever evolved for merchandising a retail store. Instead of giving you four hundred or more lists of shippers which you can never assimilate, only those items of merchandise are entered on this list which the store should sell, thus giving an automatic merchandise control in a condensed record form for each department showing items you should carry; from whom you should buy; what they cost, and suggested practical quantities you should carry in stock.

**HISTORY  
OF ITS  
OPERATION**

The preparation of these CHECKING & ORDERING Lists has been supervised by the keenest merchandise analysts in the 5-10c. trade. It represents the combined labor and thought of more than 200 store managers, inspectors, buyers and merchandise efficiency experts.

It has cost a tremendous amount in time, money and experience to work it out to practical perfection. It is no theory, but an actuality, being used in the New York Stores own stores as well as in clients' stores.

## INTENTIONAL SECOND EXPOSURE

### PROFIT THE GOAL

Bear continuously in mind that:  
You cannot make profit unless you buy fast selling  
profit makers,

You can kill your business with too many specials—too high-priced merchandise,

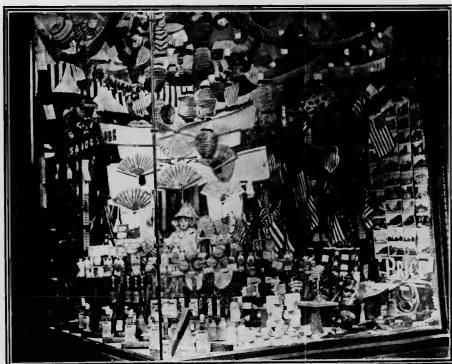
You do not make profit unless you buy the goods that will SELL.

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### THE COST

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**BUYING LIST SERVICE FEE PAID FROM SAVINGS MADE** Compared with other Buying Lists offered independent merchants from time to time, the New York Stores BUYING LISTS are apparently higher in "service cost"; but it is only apparently so. The saving which clients make, from the LOW PRICES quoted (for example, Notions alone), will more than pay the cost of the New York Stores BUYING LIST service. The amount of money saved you in your purchases in Notions can easily be figured for a year. The savings made in the other departments are relatively as large—and you cannot help deciding that the New York Stores BUYING LIST Service costs you LESS and earns you MORE.



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9

The following are some of the automatic results accomplished by the CHECKING & ORDERING Lists in standardizing store operations:

SOME  
AUTOMATIC  
FEATURES  
AND  
BENEFITS

- Automatically compels stocking fast sellers,
- Automatically compels the girls to keep the goods on the counter,
- Automatically compels correct balance in each department.
- Automatically prevents buying dead ones,
- Automatically prevents overloading,
- Automatically controls profit on orders,
- Automatically controls capital investments,
- Automatically saves managers' time for floor and window work,
- Automatically eliminates time wasted listening to salesmen's stories,
- Automatically prevents wrong sales pricing and insures correct sales pricing,
- Automatically compels full counter displays,
- Automatically teaches clerks correct feature displays,
- Automatically increases sales volume,
- Automatically increases profits,
- Automatically standardizes operating methods,
- Automatically cuts down clerical labor expense,
- Automatically enables you to open, operate and control more stores with lower wage costs.

INCREASED SALES Some clients, as a direct result of using these CHECKING & ORDERING lists have increased their sales from 30 to 50 per cent. in a short time after its introduction. One client operating several 5-10c. stores showed over 30 per cent. increase in sales for the month of April.

THE COST The cost of this feature of the New York Stores Service is less than the wages of one girl clerk. All the stationery forms, blanks, etc., are furnished with the CHECKING & ORDERING lists for which one hundred and fifty (\$150.) dollars is charged payable in easy-term installments of twenty-five (\$25.) dollars.

Ask your bank account if you can afford to pass this by.

MERCHANDISING SERVICE

HANDLING &  
SUPERVISING  
ORDERS FOR  
CLIENTS  
USING  
CHECKING &  
ORDERING  
LISTS

It can be arranged where desired to send your Department CHECKING & ORDERING sheets to the New York Stores office weekly. The New York Stores merchandising expert then goes over your merchandise wants and lays out your purchases to accomplish the following vital features:

- To figure and maintain the correct standard of profit on orders,
- To determine and set the correct quantity proportion for each item for each season,
- To determine and establish the correct control on the amount of capital that should be invested in each department,
- To establish a schedule to insure periodic reordering to fill in the stock in each of the various departments on a minimum amount of capital,
- To keep a correct balance on the best short-season items and lines like Millinery, Fancy Fads, Novelties, Ladies' Neckwear, etc., beginning early enough—cutting off quick enough,
- To minimize losses from Odds and Ends and Left-overs at end of season.

The New York Stores Office handles any part or all of the detail of preparing, rewriting and forwarding orders to shippers and will assume the responsibility for supervising and merchandising the stores of clients who use the Department CHECKING & ORDERING list Service. The New York Stores MERCHANDISING Service keeps in direct touch by correspondence with clients and so guides, instructs and coaches them that they learn how to properly merchandise their own stores.

MERCHAN-  
DISING  
SERVICE  
GUARANTEE

- The New York Stores guarantee:
  - To provide correctly balanced stocks in each department,
  - To prevent over-stocking and under-stocking,
  - To insure sufficient stocks of fast items,
- To obtain maximum gross sales and maximum gross profit.

THE  
COST

The cost of the New York Stores MERCHANDISING Service depends upon the amount of personal time and supervision which must be given to this important feature of store operation. The fee is based on a small percentage of estimated sales. The fee includes cost of all necessary merchandising forms, blanks, SHIPPERS' BUYING lists, CHECKING & ORDERING lists, correspondence, following up of orders, shippers and all other features that are exercised through a general New York Office supervision of your merchandising.

The study and use of the New York Stores MERCHANDISING Service puts the independent operator in a class wherein he need not fear syndicate or other competition. The influence and direction acquired from this MERCHANDISING Service is a liberal mercantile education in itself and the ability to impart such education has been acquired by the New York Stores organization only after a vast investment of time, money and years of varied experience.

**LASTING  
MONEY-  
MAKING  
BENEFITS**

It probably will be found that the continued use of the New York Stores MERCHANDISING Service from year to year will not be compulsory. After a client has been taken through the four seasons of one year, he may figure he can omit this feature of the New York Stores Service. Clients are taught the HOW and WHY of things so they can do their own thinking in successive years.

**QUICK  
RETURNS**

This MERCHANDISING Service is recommended to every merchant operating one or more price-limit or specialty stores. The benefits to the client are lasting. Within the first month's use of the New York Stores MERCHANDISING Service, it is probable that the client will make in additional profits more than he will pay the New York Stores for a full year.



INTERIOR OF INDEPENDENT STORE.

**NEW YORK OFFICE REPRESENTATION  
AND  
OFFICE FACILITIES**

**OFFICE  
FACILITIES**

New York Stores clients, when in town are offered the facilities of the New York Offices. This includes use of telephone, stenographers and sample rooms, where merchandise samples can be delivered and salesmen interviewed if desired. Appointments can be made by clients, using the New York Stores' Offices for their headquarters while in the city. Every facility that will better their buying opportunities is open to each client who comes to New York.

**TRADE  
JOURNALS**

**LATEST  
SAMPLES**

**MAKE  
NEW YORK  
STORES  
OFFICES  
YOUR  
HEAD-  
QUARTERS**

The saving in time, money and various expenses to those clients who come to New York and use the New York Stores Offices for their headquarters is a considerable one and one which appeals to every busy merchant who, with a very limited time at his disposal while in New York, must accomplish a great deal in that short space of time. In addition, it adds to any merchant's prestige locally as well as in New York, to have New York City representation and office facilities at his disposal.

**NO COST**

This Service is free to all clients, who are requested to make as free use of the New York Stores office facilities as though in their own offices.



NEW YORK STORES BUYING OFFICES.

## INTENTIONAL SECOND EXPOSURE

### LASTING MONEY- MAKING BENEFITS

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#### TRADE JOURNALS

Merchandise Trade Reports and Trade Journals are currently on file for clients' use.

#### LATEST SAMPLES

Samples of the very cream of the latest items of merchandise as brought out, are on display and for inspection by clients at all times.

#### MAKE NEW YORK STORES OFFICES YOUR HEAD- QUARTERS

The saving in time, money and various expenses to those clients who come to New York and use the New York Stores Offices for their headquarters is a considerable one and one which appeals to every busy merchant who, with a very limited time at his disposal while in New York, must accomplish a great deal in that short space of time. In addition, it adds to any merchant's prestige locally as well as in New York, to have New York City representation and office facilities at his disposal.

#### NO COST

This Service is free to all clients, who are requested to make as free use of the New York Stores office facilities as though in their own offices.

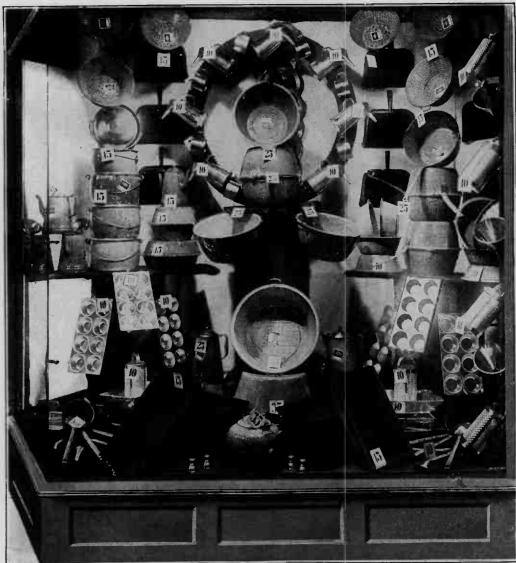


NEW YORK STORES BUYING OFFICES.

## WAREHOUSE SERVICE

**SAVING IN FORWARDING CHARGES** For the New York Stores' use, warehouse facilities are provided on lines of merchandise where the usual quantities on orders are not sufficient for minimum shipment or too costly for direct shipment. This Service is open to clients. In addition, small merchandise packages may be assembled at warehouse, to be packed in cases for direct bulk shipments. The saving and economy in expressage and delivery charge will be a tremendous one and of particular advantage to those merchants who are anxious to turn their stock the greatest number of times in a year.

**THE COST** The use of the warehouse is offered to clients on the same basis as given the New York Stores. The average cost will not exceed 5 per cent. on the sales of the goods handled.



14

## SALES-BUILDING SERVICE

**MERCHANDISE WILL NOT SELL ITSELF** The previous pages have dealt with the New York Stores BUYING and MERCHANDISING Service. It is a well-known saying in the syndicates that "goods well bought are more than half sold," but every merchant knows that even after goods are well bought, the volume of business done varies with quality of the SALES-BUILDING effort. Even quality merchandise bought at lowest prices will not move off the counter as fast as expected, without the right kind of SALES-BUILDING Service. Every man who operates a store knows this to be true. Merchants buy their goods as OPTIMISTS; but every merchant knows the sales force "sell" the goods as pessimists, causing slow-selling left-overs, odds and ends and price-cutting—all resulting in tremendous reduction in profits.

So-called "book-profits" or "price-making" profits figure out beautifully on paper. However, real MONEY-PROFITS can come only from the SALE of merchandise at right prices, which is the purpose of the New York Stores SALES-BUILDING Service.

### SUCCESSFUL SALES-BUILDING MEANS SCIENTIFIC THINKING

Successful sales-building merchants must be thinkers. They must know the "HOW, WHAT and WHEN of thinking," the "HOW and WHEN of doing"—AND DO IT. No one was born with knowledge; each had to acquire knowledge after coming into the world. Progressive merchants gain additional knowledge and acquire a different view-point when they learn the HOW, WHEN and WHY of the merchandise efficiency expert. Then, like all of us, they marvel at themselves for not having earlier recognized simple fundamental scientific truths. The day has passed when old-time store-keeping can be relied on for sales-building results. Advance planning, anticipating sometimes a year or more in advance, is vitally essential in this day of intense competition.

**"SKIM MILK" MERCHANTS** Too many merchants obtain the "skim-milk" of the business possibilities. Too few are they who take the "cream." Oftimes the "skim-milk" merchant buys merit merchandise at reasonably low prices, still he does not take the "cream" of the business as he can and should. WHY this is so and HOW to remedy it is fully covered in the New York Stores SALES-BUILDING Service to clients.

A thing well bought is truly half sold, but "half-sold" merchandise is not sold merchandise and does NOT MAKE MONEY or PROFIT. IT MUST BE SOLD.

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## INTENTIONAL SECOND EXPOSURE

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**SALES-BUILDING SERVICE THAT SELLS MERCHANDISE AND MAKES MONEY** The New York Stores BUYING and MERCHANTISING Service to begin with assures quality merchandise at the lowest prices. But that is not all that the live, up-to-date merchant must have. He must have all the practical experienced help that can be given him on HOW TO SELL the merchandise he buys. Thus he will make his real, actual MONEY-PROFIT check up and agree with the profits anticipated at the time he bought his goods. He must be sure he is carrying a properly balanced merchandise stock, taking the minimum amount of capital. This the New York Stores MERCHANTISING Service provides for. Then he must go further and learn how to make every square foot of his counters and display space return its relative proportion of sales and profits. He must learn how to build his business department by department to get the maximum sales from his store and location. He wants to know how to obtain the real, hearty co-operation and loyalty of his employees—how to make them appreciate that his and their interests are mutual—how to make efficient salespeople of employees who are now only mechanical "order-takers" and "wrappers." These are a few of the features the New York Stores SALES-BUILDING Service covers. How important a feature each one is needs no comment to those merchants who have worked hard in their stores yet have not made the PROFIT anticipated, nor made the expected increase in the number of their stores.

**PERSONAL TOUCH** It would be impracticable to attempt to cover here in full, details of the scope of the New York Stores SALES-BUILDING Service, therefore, not all the features in this SALES-BUILDING Service are enumerated in brief form below. Each client comes under the personal attention and supervision of the executive heads of the New York Stores. In each instance only such advice, counsel and detailed instructions are given as is known will remedy wrong conditions, upbuild a business and MAKE MONEY for New York Stores clients.

**BRIEFED OUTLINE OF SALES-BUILDING SERVICE**

**Windows:**

Individual instructions and guidance are given for window trims. This includes schedules of the lines to be used and featured with examples of methods for floor planning and executing window work; also advanced plans and preparation for seasonable business building, psychological windows; telling you what items to use; when to use; how to use—on shelves, mirrors, floor, ceiling; and how to prepare working plans and sketches for windows.

**Counter Work:**

Correct methods and principles are taught for displaying related items, preparing counter layout plans, proportioning counter spaces, using counter featuring shelves, booths, hanging displays, section trims and how to work out best featuring items to properly back up windows. The SALES-BUILDING Service related to counter work gives the maximum results when used in conjunction with the CHECKING & ORDERING list Service referred to on page 9.

**Selling Events:**

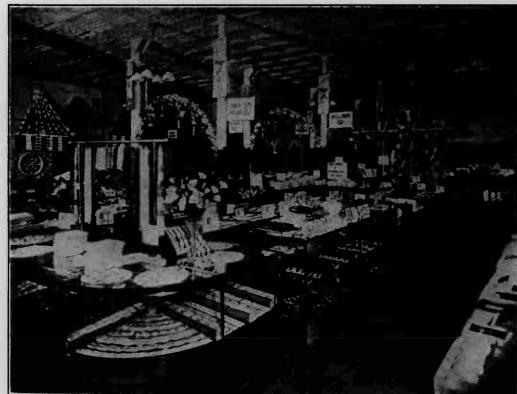
Schedules of selling events suitable for your store are furnished so that you may make all necessary advanced plans and preparations and get the merchandise ordered and received at store on time. Years of experience in planning and directing these events for syndicate stores, guides and influences the advice and suggestions furnished in this feature of the New York Stores SALES-BUILDING Service. Suggestive of the events covered may be enumerated: general schedules of seasonable events from January 1 to December 31; anniversary, special and holiday events, new lines and forms; Saturdays and pay days.

**Department Development:**

This covers the syndicate practice of studying department sales to determine which departments are not measuring up to Sales possibilities, thus leading to the stimulation of sales in the weak departments by timely investigations, merchandising suggestions, counter trimming and featuring instructions and so on. This requires analysis of sales, establishing department sales proportions, making continuous study of department results, planning for increased sales effort and proper department and window rotation.

**Advertising:**

The SALES-BUILDING Service offers suggestions and advice on the preparation of ads., space to be used and the general effort to back up the advertising to insure a productive return. It includes advice on the various problems of newspaper advertising, copy suggestions, use of handbills and electro. It deals with specials, their use and how not to abuse them.



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#### **Training the Help:**

Incidental to the New York Stores general SALES-BUILDING Service, experienced advice and instruction is given in relation to the proper selection and training of female help and developing young men into managers. The same fundamental principles and methods are applied which have been introduced in the large syndicate organizations.

#### **Operating Systems, Forms, Methods:**

Having in mind the forms and methods used by the large as well as many small syndicates and being primarily Efficiency Experts, the New York Stores guarantee to provide Systems, Methods and Forms to fit your business better designed and more economical in operation than the large syndicates use. You must have something of this nature to safeguard your business and to enable you to currently measure, guide and control from one store to any number.

#### **Store Inspection:**

The New York Stores continuous store inspection provides executive instructions for and co-operation with owners or those in charge of stores. It covers the important features of EFFICIENCY in the practical handling and control of the business—those features which make one man bigger and more successful than his competitor and which makes unusual MONEY-MAKERS and PRODUCERS out of average normally intelligent men—a very big SALES-BUILDING feature in itself.

#### **New York Market Letters:**

These are mailed clients at frequent periods, keeping them in close touch with the selling demand of various items, merchandise buying notes and various opportunities.

A consideration of the foregoing briefed subjects will furnish a fair idea of how extensively the New York Stores SALES-BUILDING Service covers this vitally important field of making and building SALES. The New York Stores organization concentrate their efforts and attention first on those features of the SALES-BUILDING Service which they determine need remedy and betterment. It is not an unusual thing for the New York Stores clients to show sales-increases from the start. The habit of sales-increases becomes a permanently established policy of the business and not a spasmodic effort of short duration.

**THE COST**      The cost of the SALES-BUILDING Service is directly dependable on the amount of personal work and supervision to be given a client's business. The minimum charge, including all forms, books and other matter is one hundred (\$100.00) dollars, payable in easy term payments of twenty (\$20.00) dollars.

#### **LOCATIONS—FIXTURES—STORE PLANS—FINANCES**

##### **SECURING PROPER LOCATIONS**

The New York Stores are prepared to aid you and show you how to secure the right location at the right rent; to furnish plans and specifications for the necessary construction work in a store; for counters, windows, light and fixtures; secure quotations and buy your complete equipment at the very lowest prices. The New York Stores organization acts in reality as your employee and guarantees the location and standard of the store they give you to be equal to any similar grade store operated by any of the large syndicates—this at a cost no higher and probably less than is paid by the large syndicates.

Very few owners and operators in the 5-10c. business know thoroughly the science of selecting locations correctly or know what rent any given location should pay. The large syndicates pay their Real Estate operators extremely large salaries. The head officers of some of the syndicates devote a great part of their time (some almost all of their time) to picking locations, arranging rental, building and constructing.

The New York Stores Service offers you the finest talent in this line. This feature alone, if you intend adding stores, is worth all you pay for the entire service.

The New York Stores have made arrangements with the manufacturer of their stores equipment to give clients the same service and the same goods at the same price the New York Stores pay them.

##### **FINANCIAL ADVICE AND ASSISTANCE**

The New York Stores organization is prepared to aid you in your finances. You cannot grow rapidly unless you pay shippers promptly. You can prevent your capital getting tied up in slow, dead merchandise and thus keep your money turning over very steadily. A growing business, however, wants to add new stores and this requires additional funds. It is one of the elements of this Service to give you the benefit of practical experience, advice and counsel as to best methods for getting necessary funds.

##### **COST NOMINAL**

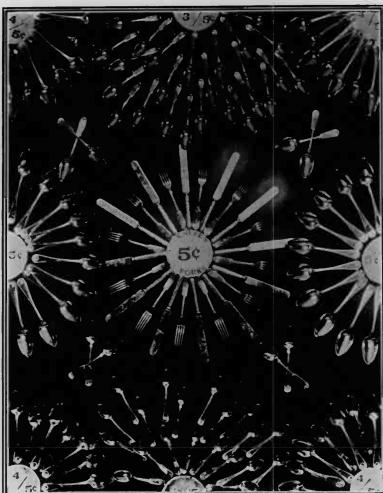
The New York Stores provides this Service for its clients only at a purely nominal cost, measured by the amount of work done. Estimated costs will be furnished on request.

CORRESPONDENCE COURSE IN VOCATIONAL  
TRAINING

FOR EXPERIENCED MANAGERS, similar to that designed for the big syndicates is offered to those who desire to learn Scientific Store Management. This course of instructions is simple, yet effective. It covers very definitely all methods a manager of a 5-10c. store should know. This course is of equal value both to experienced owners and managers and to beginners. It teaches how to successfully meet and overcome syndicate store competition and how to operate money-making, profit-producing stores.

AVERAGE TIME TO COMPLETE COURSE Written tests are given at regular intervals. The same personal instruction, guidance and advice furnished in syndicate store management is provided those taking this course. The average length of time taken to thoroughly cover this course is from nine to twelve months—some take less time than this, while others take a little longer, but the vast majority of young men learning to become managers should complete this course within the year.

COST The cost of this CORRESPONDENCE COURSE, including all forms, books, tests and other matter is sixty (\$60.00) dollars, payable in easy term payments of ten (\$10.00) dollars.



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EFFICIENCY DEPARTMENT, ADVISORY SERVICE

REFER YOUR PROBLEMS TO  
NEW YORK  
STORES  
EFFICIENCY  
DEPARTMENT

Refer all your business problems, troubles and worries whether of men, money, merchandise, sales or otherwise to the New York Stores EFFICIENCY DEPARTMENT. Obtain the benefit of experienced, practical advice and workable suggestions for remedy and betterment. Refer to this department those problems you BELIEVE CAN-NOT BE SOLVED. You will obtain the co-operative benefit, advice and suggestions of the men at the head of the New York Stores who first are practically and intensively experienced in mercantile affairs; and, secondly, probably the most high-priced general Business Efficiency Experts in this country.

EXPERT  
ADVICE

Let these men solve your problems. To them it will not be a problem, neither will it be to you once you request their advice. They possess the "know how" of money-making—that's their forte—and their efforts are now given exclusively to New York Stores clients. Many of the most prominent business concerns have paid extremely large fees to retain these Efficiency Experts to devise ways and means for more efficient conduct of business. A feature of the service you get as a New York Stores client and which you cannot buy elsewhere at any price is that you get the advice and counsel of these Efficiency Experts, whose services have commanded fees from fifteen to thirty thousand dollars per year.

NO COST

Your communications will be held in strict professional confidence. Do not hesitate to ask for help on those things which you have given up as hopelessly impossible of solution. Oftimes one suggestion from this Efficiency Department will NET a client a thousand per cent. profit on the yearly Service fee. This Service is maintained solely for use of clients. No charge is made.



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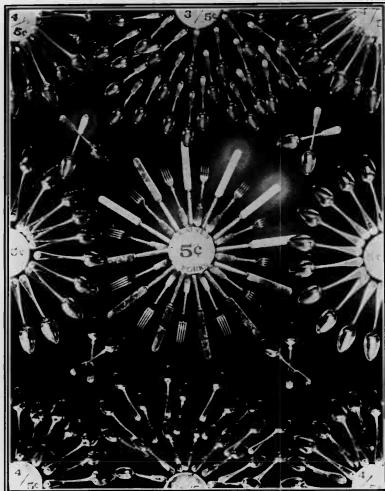
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## SUMMARY OF SERVICE COSTS

SHIPERS BUYING LIST SERVICE. Page 6 to 8.....\$100.00  
COMBINED DEPT. CHECKING & ORDERING LIST SERVICE.  
    Page 9 to 10.....\$150.00  
MERCHANTISING SERVICE. Charge based on soles volume.  
    Page 11 to 12.....Minimum Fee \$100.00  
NEW YORK REPRESENTATION & OFFICE FACILITIES.  
    Page 13 .....No charge  
WAREHOUSE SERVICE. Page 14.....5% on sales value  
SALES BUILDING SERVICE. Page 15 to 18. Based on sales.  
    Minimum Fee .....\$100.00  
LOCATIONS—FIXTURES—STORE PLANS—FINANCING SERVICE.  
    Page 19 .....Nominal charge  
CORRESPONDENCE COURSE VOCATIONAL TRAINING.  
    Page 20 .....\$60.00  
EFFICIENCY DEPARTMENT ADVISORY SERVICE.  
    Page 21 .....No charge

Mr. Store Owner and Manager:

If you knew you could get in a brief, concentrated form the merchandising experience of three of the largest 5-10c. syndicates—

If you knew you could have at each counter the final judgment on the items of more than 200 of the best managers, inspectors and buyers—

You would feel sure you were getting something that would increase your sales, increase your profits and prevent overbuying and tying up your money in slow, once-in-awhile sellers.

The New York Stores Service does all of these things for you and MORE.

If you want to increase your sales and your profits,

If you want to be able to meet and cope with the strongest syndicate competition,

If you want to raise the standard of your store operating methods to syndicate standards,

If you are ambitious and desire to grow and increase the number of your stores,

Detach and sign the subscription blank on next page and mail it at once to the New York Stores, 395 Broadway, New York.

## Subscription Blank

NEW YORK STORES, 395 Broadway, New York

Gentlemen:

I desire to be entered as a client for the following NEW YORK STORES SERVICE:

(Check in square SERVICE desired.)

- |  |          |
|--|----------|
| <input type="checkbox"/> SHIPPERS BUYING LIST SERVICE Payable in five equal payments .....             | \$100.00 |
| <input type="checkbox"/> COMBINED DEPARTMENT CHECKING AND ORDERING LIST SERVICE .....                  | 150.00   |
| <input type="checkbox"/> MERCHANTISING SERVICE (fee based on sales volume) minimum fee .....           | 100.00   |
| <input type="checkbox"/> SALES BUILDING SERVICE (fee based on sales volume) minimum fee .....          | 100.00   |
| <input type="checkbox"/> CORRESPONDENCE COURSE, VOCATIONAL TRAINING .....                              | 60.00    |
| Payable in six equal payments  |          |
| <input type="checkbox"/> WAREHOUSE SERVICES (5% on sales value) Payable monthly as invoiced.           |          |
| <input type="checkbox"/> LOCATION, FIXTURE, STORE PLANS, FINANCING SERVICE, to clients nominal charge. |          |

Those clients subscribing to one or more of the above NEW YORK STORES SERVICES are entitled to the following additional services at no charge:

NEW YORK OFFICE REPRESENTATION AND OFFICE FACILITIES  
EFFICIENCY DEPARTMENT ADVISORY SERVICE.

For which I agree to pay the sums stated on the following terms:

Each Service fee is payable in four, five or six equal sum payments every two months, first payment in cash (check or money order) with this subscription.

(Signed) .....

(P. O. Street Address) .....

Date .....

County .....

State .....

MSH # 20136

**END OF  
TITLE**